

**AMENDMENTS TO THE CLAIMS****Claims 1 - 18 (cancelled)**

**Claim 19 (Currently amended):** A method of managing access to an attraction in an entertainment environment, comprising:

establishing a first physical queue by which one or more patrons may access the attraction in a first-in first-out order;

establishing a second physical queue filled by patrons by which one or more patrons may access said attraction in a first-in first-out manner which avoids the first queue;

receiving from a patron a priority request for an allocation of a return time, the priority request being received at a computer that determines return times for the second queue;

transmitting to the patron a response that includes at least one return time to enter the second queue, the return time being dynamically determined by the computer from a plurality of factors such that other patrons may also be provided with the return time to the second queue; and

permitting the patron to access the attraction via the second queue at a time indicated by the return time in preference to patrons in the first queue if the patron is present at the second queue at or after the return time.

**Claim 20 (previously presented):** The method of claim 19, wherein the patron enters the priority request on a wireless device.

**Claim 21 (previously presented):** The method of claim 19, wherein the patron enters the priority request on a cellular telephone.

**Claim 22 (previously presented):** The method of claim 19, wherein the patron is provided access to the attraction based on a keying operation performed on a wireless device.

**Claim 23 (previously presented):** The method of claim 19, wherein the patron is provided access to the attraction based on a keying operation performed on a cellular telephone.

**Claims 24 - 27 (cancelled)**

**Claim 28 (Currently amended):** A method of managing access to an attraction, comprising:

establishing at least one first physical queue by which one or more customers may access the attraction generally in an order in which customers access said at least one first queue;

establishing at least one second physical queue filled by customers by which one or more customers may access said attraction in a manner which avoids said at least one first queue;

distributing media to a first customer, said media having an assigned time in the future associated therewith at which time said first customer may access the at least one second physical queue;

distributing another media to a second customer, said another media having the same assigned time as the media distributed to the first customer at which time said another customer may access the at least one second queue;

permitting the first customer and the second customer to access said at least one second queue at said assigned time in the future generally in an order in which the first and second customer access the at least one second queue and then access the attraction in preference to customers accessing the attraction via the first physical queue.

**Claim 29 (previously presented):** The method of claim 28, wherein the media issued to the customer is distributed wirelessly to a device in the customer's possession.

**Claim 30 (previously presented):** The method of claim 29, wherein the customer is provided access to the attraction based on a keying operation performed on the wireless device.

**Claim 31 (previously presented):** The method of claim 29, further comprising validating the media using a validation identifier displayed on a screen of the wireless device.

**Claim 32 (previously presented):** The method of claim 31, wherein the validation identifier displayed on the screen of the wireless device comprises a bar code.

**Claim 33 (previously presented):** The method of claim 28, further comprising distributing the media to a cellular telephone in the customer's possession.

**Claim 34 (previously presented):** The method of claim 33, wherein the customer is provided access to the attraction based on a keying operation performed on the cellular telephone.

**Claim 35 (previously presented):** The method of claim 33, further comprising validating the media using a validation identifier displayed on a screen of the cellular telephone.

**Claim 36 (previously presented):** The method of claim 35, wherein the validation identifier displayed on the screen of the cellular telephone comprises a bar code.

**Claim 37 (previously presented):** The method of claim 19, further comprising receiving a display of the return time for validation of the return time, the return time being displayed on a screen of a cellular telephone.

**Claim 38 (previously presented):** The method of claim 19, further comprising receiving a display of the return time for validation of the return time, the return time being displayed on a screen of a wireless device.

**Claim 39 (New):** A method of managing access to an attraction in an entertainment environment, comprising:

establishing a first queue by which one or more patrons may access the attraction in a first-in first-out order;

establishing a second queue by which one or more patrons may access said attraction in a first-in first-out manner which avoids the first queue;

receiving from a patron a priority request for an allocation of a return time, the priority request being received at a computer that determines return times for the second queue;

transmitting to the patron a response that includes at least one return time to the second queue, the return time being dynamically determined by the computer from a plurality of factors such that other patrons may also be provided with the return time to the second queue; and

permitting the patron having the return time to access the attraction via the second queue at or after a time indicated by the return time in preference to patrons queued to access the attraction in the first queue if the patron is present at the second queue at or after the return time.

**Claim 40 (New):** The method of claim 39, wherein the patron enters the priority request on a wireless device.

**Claim 41 (New):** The method of claim 39, wherein the patron enters the priority request on a cellular telephone.

**Claim 42 (New):** The method of claim 39, wherein the patron is provided the return time access to the attraction based on an operation performed on a wireless device.

**Claim 43 (New):** The method of claim 39, wherein the patron is provided access to the attraction based on an operation performed on a cellular telephone.